



IB AFRICA, EUROPE & MIDDLE EAST
REGIONAL CONFERENCE 2013

THE HAGUE 24TH - 27TH OCTOBER

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GEMS Wellington Academy, Dubai

IB CAREER-RELATED CERTIFICATE
CAREER-RELATED STUDIES

IBCC - A journey in implementation & curriculum design

DIPLOMA PROGRAMME COURSE
INTERNATIONAL-MINDEDNESS

IBCC Key Drivers

Key Drivers

- Appropriateness
- Availability
- Accessibility
- Ethos
- Commitment to Students
- Pathways
- Needs of Students

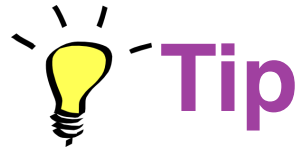


Tip

- Don't be an island.
- Get Parents onside early on.

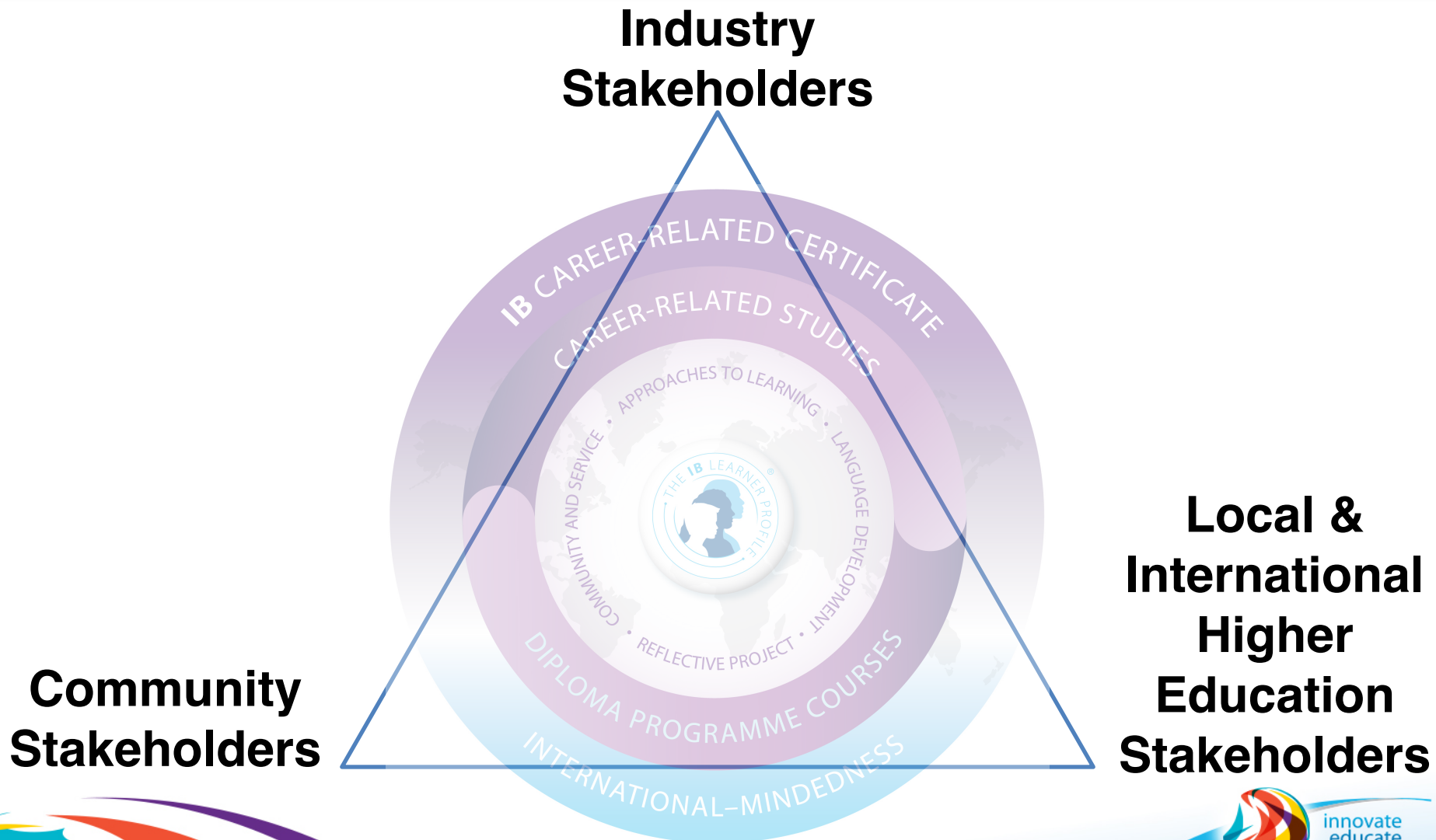


IBCC-Key Documents

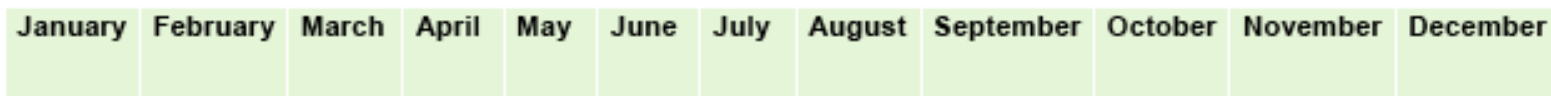


- Pick 5/6 Standards per section including the IBCC specific.
- Contextual relevance to your school and experience of IBDP delivery.
- This will form the basis of your 5 year review.

IBCC- Key Stakeholders



IBCC - A typical timeline

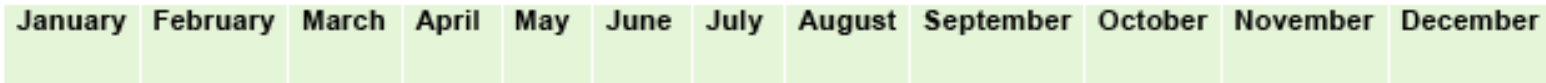


Submit [Expression of interest form](#) (no fee) before submission of Application for candidacy: IBCC

Submit [Application for candidacy: IBCC](#) and the authorization fee (1 April)

Notification of candidacy status and begin working with remote consultant

Submit [Application for authorization: IBCC](#) (no fee) 1 October



Host verification visit (Jan-Feb)

Receive notification of status and prepare for implementation as an authorized IBCC IB World School

Begin implementation IBCC Submit annual school fee (1 Sept)

BTEC Standards Verification visit

IBCC- Next Questions?

Context
Matters

What goes here?

How does this work?

What choices can we offer?



IBCC Programme

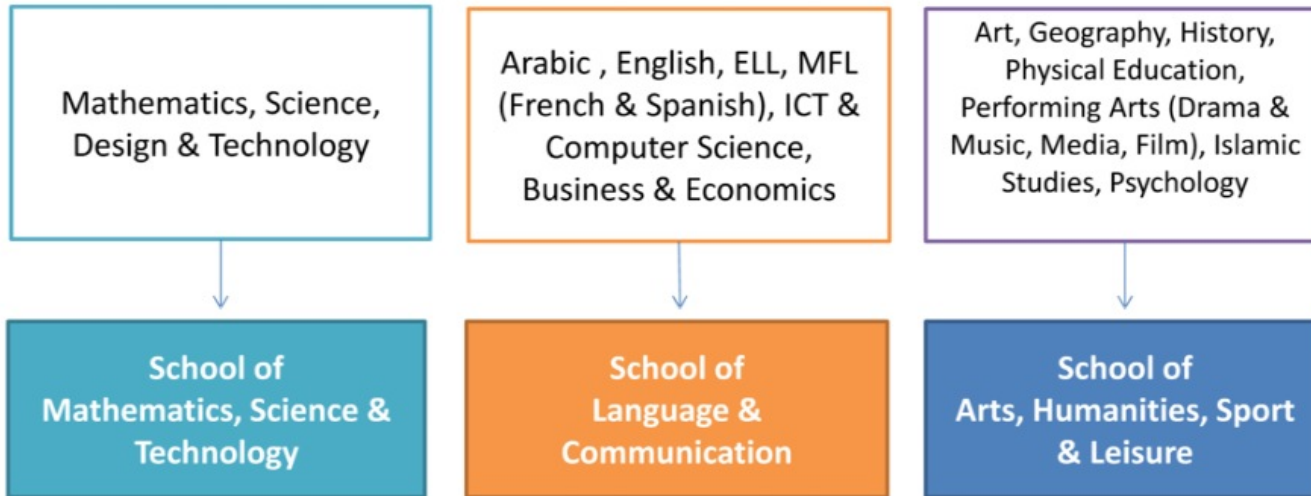


GEMS Wellington Academy, Silicon Oasis, Dubai, UAE.

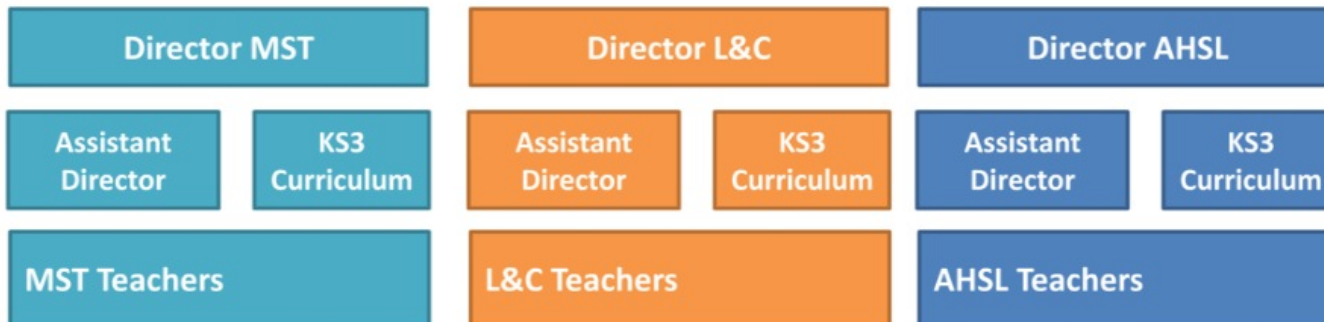
- BTEC Extended National Diploma in Business, ICT, Creative Media Production.
- IB courses chosen from group 3 & 6 at SL.
- Minimum GLH 1380 excluding the core.
- Integrated core components that are enquiry based.
- Contextually relevant to the schools location, curriculum model and ethos.
- Links with Industry via our Enterprise Coordinator and local universities (Murdoch) and developing links with international universities.



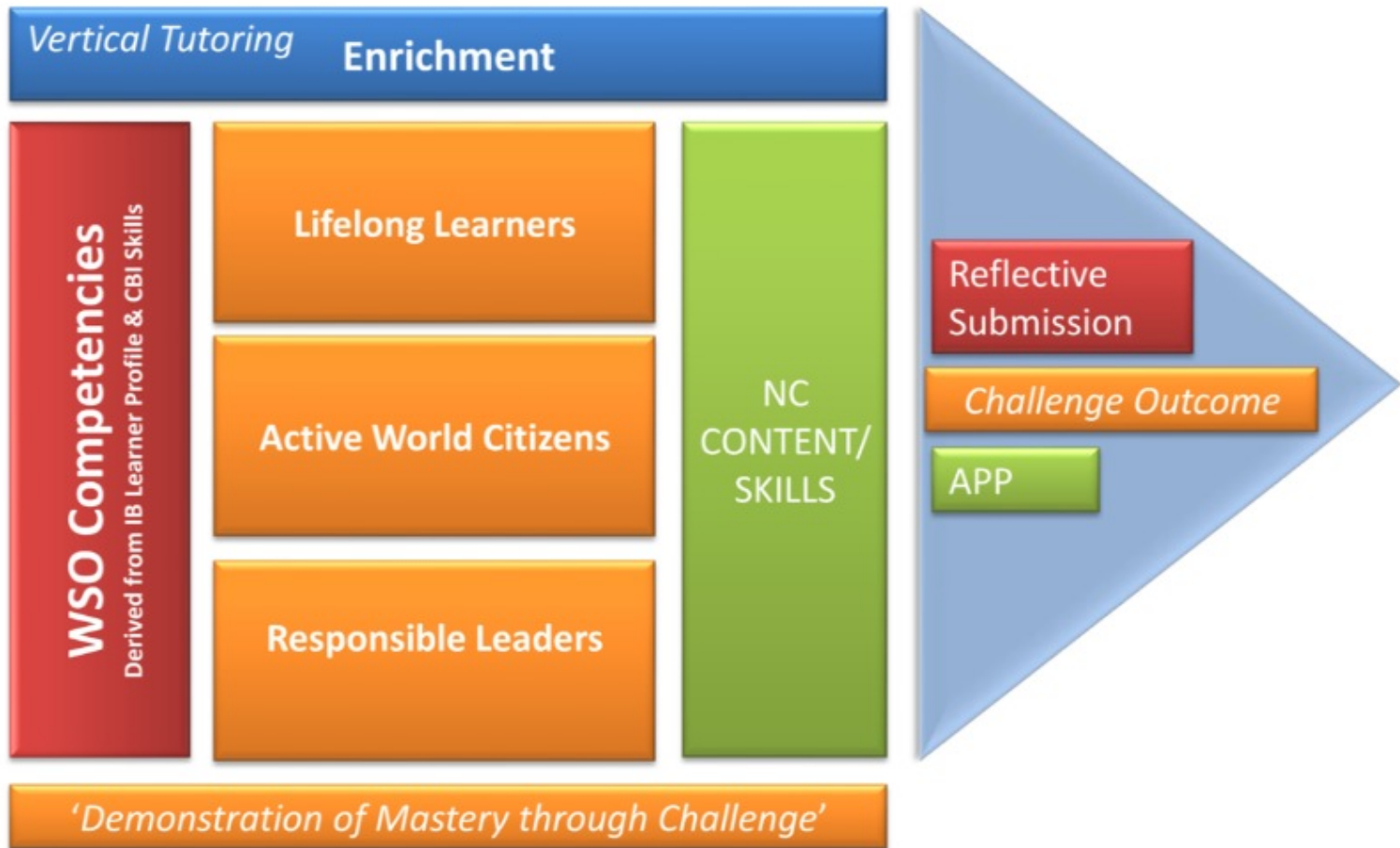
Academy Context



Secondary Phase Schools



Academy Context



Multiple IB Programmes

I
B
D
P

IBCC
Creative
Media

IBCC
ICT

IBCC
Business



- Make links between multiple IBCC & IBDP programmes.
- Map the IBDP subjects to locate areas of interaction.

ATL - Enquiry based model.



Language in the Workplace

Focus Skills:
Video Presentation Skills
Research skills
Script writing

ICT:
iMovie
Zite, Prezi

Enquiry based Question
To what extent can language influence our perception in the workplace?


Enquiry outcome:
Video news item on findings.

ATL -Scenario's.

ICT	Case Studies: Google (the internship), WikiLeaks, Edward Snowden. Task: Produce a short video news item from the perspective of the use/misuse of technology?
Creative Media	Gather a portfolio of evidence to use in a video news item that demonstrates how the media influences or colours our view of other people/cultures.
Business	Case Studies: Financial institutions (Banks - Fanny Mae, Wall Street etc) Task: Produce a short video news item on how the media portrays financial institutions ?

ATL - Enquiry based model.

Critical Thinking in the Workplace



Focus Skills:
Numeracy Skills
Research skills
Critical Thinking Skills

ICT:
Infographics
Excel

Enquiry based Question
To what extent does industry
use "Big Data" to inform
decision making ?

Enquiry outcome:
Produce an investigative
analysis report.

ATL -Scenario's.

ICT	Review Data Visualisations and infographics. Task: Critically analyse both apple and samsung marketing campaigns, which is the more successful and why?
Creative Media	Investigate how the media uses big data to inform it's content and advertising via both TV and Radio.
Business	Case study 1: UK Postcode analysis and superstore placement. Using this model, is it possible to reproduce a dubai district model to identify key data businesses might be interested in?

Reflective Project

Staff Training

Introduce Criteria
& Mark example RP's.

Read RP reviews &
list "Top Tips".

Mark new example
RP's and moderate.

RP Retreat

Market Research &
Data Collection.

Drafting Week
Pre-production

Concept Production
& Review

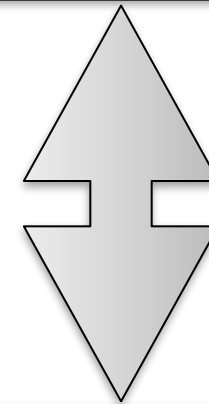
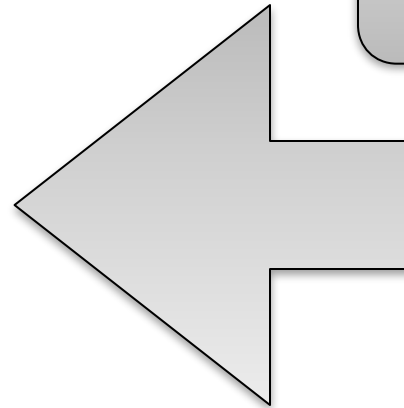
Final Product.

Community & Service

Specific IBCC Service Event

- Identified by Group.
- Awareness campaign.
- Uses student skill base.
- Identified community need.
- Sustainable.
- Community impact.

GEMS Service Schemes:
Project Shukran
SEWA Day
GEMS Varkey Foundation
WSO Service Group



Career-related skills base:
Creative Media Production
ICT Systems
Business Skills

IBCC Global Perspective

EXPLORE



IB AMERICAS



IBAEM



IB ASIA PACIFIC



IBCC and PLTW



Lee's Summit Schools, Missouri, USA.

- Project Lead the Way courses (dual credit).
- IB courses chosen from whole programme at HL/SL.
- GLH ranges 1200 - 1800 excluding the core.
- Integrated core components that are generic to IBCC.
- Contextually relevant to the schools promotion of Technology.
- Links with Cisco Systems and University of Nebraska.

Project Lead the Way

- Project Lead the Way:
 - Digital Electronics
 - Computer Integrated Manufacturing
 - Engineering Design and Development
 - Medical Interventions/Biomedical Innovations
 - Computer Software Engineering (pilot)
- Key partnerships with Cisco systems.
- Free choice of IB courses at HL/SL.



IBCC in Creative Industries



Queensland Academy of Creative Industries, Australia.

- Joint Honors programme with Queensland University in Entertainment Management.
- IB HL Film studied plus one other.
- Minimum GLH satisfies IBCC requirements.
- Integrated core components that are Creative Industries specific and delivered at University.
- Contextually relevant to the schools promotion of Creative Industries.
- Progression into Queensland University of Technology.

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IB ASIA PACIFIC ANNUAL CONFERENCE 2013
KUALA LUMPUR 21st - 23rd MARCH

IBCC in Sport



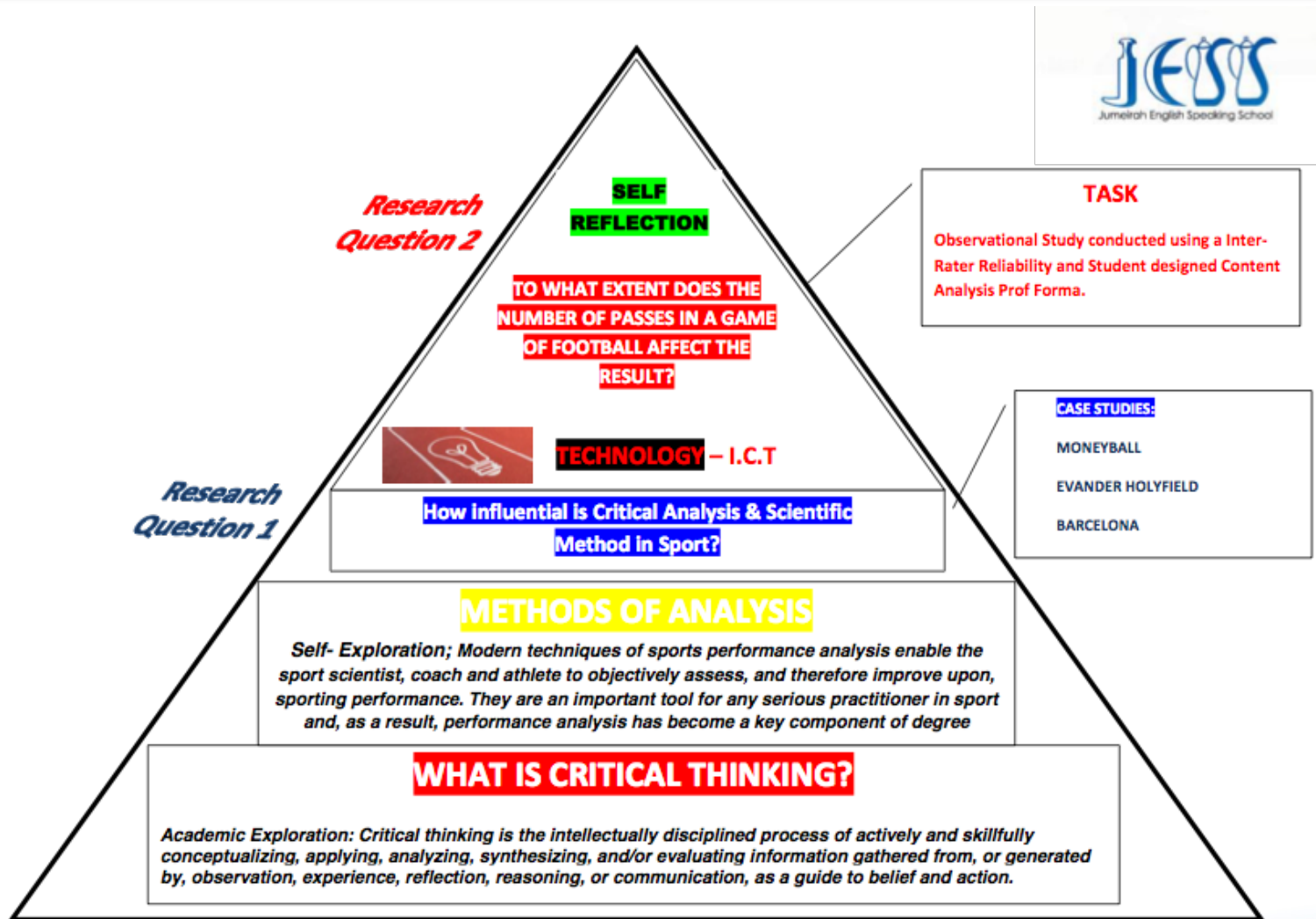
Jumeriah English Speaking School, Dubai, UAE..

- BTEC Extended National Diploma in Sport.
- IB courses chosen from group 3 & 6 at SL.
- Minimum GLH 1380 excluding the core.
- Integrated core components that are Sport specific.
- Contextually relevant to the schools promotion of the Arts, Sports and Curriculum.
- Exploratory links with Sketchers and Edinburgh University.

Ben Parnell
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ATL - Critical Thinking



Updates & Challenges

- Recognition both locally (UAE) & Internationally is a work in progress.
- Equivalency and GLH.
- Sharing of IBCC models...not one size fits all.
- Next round of IBCC workshops, need Category 2 and 3 versions.
- Scope for designing bespoke courses for police, army, fire services etc?
- Supporting IBCC with SBS ie Marine Science.